

## REMARKS

Each of the rejections is based on:

- the Rowland patent's teaching of a **password dialog box**, which blocks access to a requested page unless a password is entered, and
- the Auxier patent's teaching of banner ads that direct a user *away from* the requested page when a user responds to the banner ad, rather than permitting access to the requested page.

While the Applicant maintains that the proposed combination of Rowland and Auxier would not have suggested the claimed invention to the ordinary artisan, because of Auxier's teaching of a banner ad that has exactly the opposite effect of the banner ads of the invention, each of the independent claims has been amended to even more clearly distinguish the claimed "interactive banner advertisement" from the password dialog box of Rowland. Unlike banner advertisements, password dialog boxes do not provide information promoting services or products, as claimed.

The claims now positively recite an interactive banner advertisement that is clearly distinguishable from the password dialog box of Rowland, and that functions in a manner that is contrary to the banner advertisement of Auxier. Therefore, the proposed combinations of Rowland and Auxier alone, or with various other patents, could not possibly have resulted in the claimed invention, and withdrawal of the rejections is respectfully requested.

In addition, it is respectfully noted that a number of dependent claims specifically recite that the address, service, or content is provided by a server or broadcaster that is distinct from the advertising server that provides the interactive banner advertisement. For example, the address, service, or content could be provided by a server (other than the advertising server) connected to the Internet (see claim 3), or a broadcaster on an interactive digital television network (see claim 4). The dialog box of Rowland is, on the other hand, provided by the same server that provides the pages to which the dialog box control access, and there is no suggestion in either the Rowland patent, the Auxier patent, or any of the other patents of record to use a separate

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server, a broadcaster, or the like, to serve the password dialog box of Rowland. Such a modification, necessary to obtain the claimed invention based on the applied references, makes no sense. Therefore, withdrawal of each of the rejections under 35 USC §103(a) is respectfully requested.

Having thus overcome each of the rejections made in the Official Action, withdrawal of the rejections and expedited passage of the application to issue is requested.

Respectfully submitted,

BACON & THOMAS, PLLC

A handwritten signature in black ink, appearing to read 'Bj' followed by a long horizontal stroke and a small flourish.

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